

REP HEADLINE# 6357009  
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT1/12 10.12  
 \*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME ISS/AMER. CROSSROADS REP. # OFF. # SALESMAN #  
 AGY # ACT. NAME CROSSROADS MEDIA LLC BUYER NAME MICHELLE SANJOSO

66 CANAL CENTER PLAZA, SUITE 555  
 ALEXANDRIA, VA 22314  
 SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6357009 CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN CROSSROADS EST#1065 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 OCT8/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT1/12 10.12

REP: MAKEGOOD 10/1  
 SPOT CANCELED LN 38  
 LN 46 ADDED  
 PGM CHANGE LN 27  
 TTL SAME  
 PLEASE CONFIRM  
 THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 AMERICAN CROSSROADS

40761

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 11  
 AGENCY PRODUCT CODE = 27  
 AGENCY EST# = 1065

27		NZ	900P-1000P	30		\$6,000.00	10/4	10/4	1		THU	1
PROGRAM : OFFICE/PARKS & REC												
CON COM1: OFFICE/PARKS & REC												
38		S	1000P-1100P	30		\$3,500.00	10/3	10/3	0		WED	0
PROGRAM : CHICAGO FIRE												
CON COM1: CHICAGO FIRE												

REP HEADLINE# 6351009  
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT1/12 10.12  
 \*\*\* CHANGES \*\*\* \*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
46	A		<del>800P-900P</del> 9-10P	30		\$3,500.00	10/2	10/2	1			1
PROGRAM : GO ON/NEW NORMAL												
CON COM1 : GO ON/NEW NORMAL												
OCT/12 48925.00												

CONTRACT TOTAL 48925.00  
 TOTAL SPOTS 44

MARKET TOTALS \$149,210 WFLA 38% WTIS 2% WTSP 22% WTVT 0% WTOG 8% WTTA 4% WMOR 24%  
 WMOX 0% WXPX 0% WWSB 2% CABL 0%

SHARES ACCURATE  
 SVC- NSI  
 DEMOS- RA35+\*  
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT V-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
 Submission Number 797 Issue 1

News  
 Channel 8  
 on your side

**MeTV**

**TBO.com**  
 Tampa Bay Online

**WFLA-TV**

P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Copy**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 48925	<b>Campaign Ref:</b> E:063570090
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 11 / 27 / 1065	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 10/14/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06357009
<b>Est./PO Number:</b> 06357009	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> American Crossroads	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show ...F..	03	675	30 Comme	Nbr of Spots	1	1	675
2	M-F 2p Rachael Ray ..F..	02	400	30 Comme	Nbr of Spots	1	1	400
3	M-F 3p Doctors ...F..	03	450	30 Comme	Nbr of Spots	1	1	450
4	M-F 4p Dr Oz ...F..	03	725	30 Comme	Nbr of Spots	1	1	725
5	M-F 5a News ...F..	01	300	30 Comme	Nbr of Spots	1	1	300
6	M-F 6a News ...F..	02	1000	30 Comme	Nbr of Spots	1	1	1000
7	M-F 9a Today Show II ...F..	02	950	30 Comme	Nbr of Spots	1	1	950
8	M-F 1135p ET / 1035p CT Tonight Show M.....	03	675	30 Comme	Nbr of Spots	1	1	675
<b>Weekly Totals: Total Spots(Ord Spots)</b>					37	7	44	

Crossroads Media  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

American Crossroads/ Issue  
Submission Number 797 Issue 1



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Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06357009
Est./PO Number:	06357009	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
9	M-F 2p Rachael Ray M.....	02	400	30 Comme	Nbr of Spots	1	1	400
10	M-F 3p Doctors M.....	03	450	30 Comme	Nbr of Spots	1	1	450
11	M-F 4p Dr Oz M.....	03	725	30 Comme	Nbr of Spots	1	1	725
12	M-F 530a News M.....	02	450	30 Comme	Nbr of Spots	1	1	450
13	M-F 6a News M.....	02	1000	30 Comme	Nbr of Spots	1	1	1000
14	M-F 7a Today Show M.....	02	1200	30 Comme	Nbr of Spots	1	1	1200
15	Sat 630p ET / 530p CT NBC Nightly News ....S.	01	4500	30 Comme	Nbr of Spots	1	1	4500
17	M-Su 11p News ...T..	02	1700	30 Comme	Nbr of Spots	1	1	1700
18	M-F 1135p ET / 1035p CT Tonight Show ...T..	03	675	30 Comme	Nbr of Spots	1	1	675
19	M-F 2p Rachael Ray ...T..	02	400	30 Comme	Nbr of Spots	1	1	400
20	M-F 3p Doctors ...T..	03	450	30 Comme	Nbr of Spots	1	1	450
Weekly Totals: Total Spots(Ord Spots)					37	7	44	

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Buyer:	..	Client/Product/Estimate:	11 / 27 / 1065	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06357009
Est./PO Number:	06357009	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
21	M-F 4p Dr Oz ..T...	03	725	30 Comme	Nbr of Spots	1	1	725
22	M-F 6a News ..T...	02	1000	30 Comme	Nbr of Spots	1	1	1000
23	M-F 7a Today Show ..T...	02	1200	30 Comme	Nbr of Spots	1	1	1200
24	M-F 9a Today Show II ..T...	02	950	30 Comme	Nbr of Spots	1	1	950
25	Thu 9-10p ET / 8-9p CT Office / Parks & Recreation ...T..	01	6000	30 Comme	Nbr of Spots	1	1	6000
26	M-F 1135p ET / 1035p CT Tonight Show .T....	03	675	30 Comme	Nbr of Spots	1	1	675
27	M-F 2p Rachael Ray .T....	02	400	30 Comme	Nbr of Spots	1	1	400
28	M-F 3p Doctors .T....	03	450	30 Comme	Nbr of Spots	1	1	450
29	M-F 4p Dr Oz .T....	03	725	30 Comme	Nbr of Spots	1	1	725
30	M-F 5a News .T....	01	300	30 Comme	Nbr of Spots	1	1	300
Weekly Totals: Total Spots(Ord Spots)					37	7	44	

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Buyer:		Client/Product/Estimate:	11 / 27 / 1065	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06357009
Est./PO Number:	06357009	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
31	M-F 6a News T.....	02	1000	30 Comme	Nbr of Spots	1	1	1000
32	M-F 7p News T.....	02	1300	30 Comme	Nbr of Spots	1	1	1300
33	M-F 7a Today Show T.....	02	1200	30 Comme	Nbr of Spots	1	1	1200
34	M-F 730p Entertainment Tonight T.....	02	1300	30 Comme	Nbr of Spots	1	1	1300
35	M-F 9a Today Show II T.....	02	950	30 Comme	Nbr of Spots	1	1	950
36	M-F 1135p ET / 1035p CT Tonight Show ..W....	03	675	30 Comme	Nbr of Spots	1	1	675
37	M-F 2p Rachael Ray ..W....	02	400	30 Comme	Nbr of Spots	1	1	400
38	M-F 3p Doctors ..W....	03	450	30 Comme	Nbr of Spots	1	1	450
39	M-F 4p Dr Oz ..W....	03	725	30 Comme	Nbr of Spots	2	2	1450
40	M-F 6a News ..W....	02	1000	30 Comme	Nbr of Spots	1	1	1000
41	M-F 7a Today Show ..W....	02	1200	30 Comme	Nbr of Spots	1	1	1200
Weekly Totals: Total Spots(Ord Spots)					37	7	44	

**American Crossroads/ Issue**  
**Submission Number 797 Issue 1**



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<b>Client:</b>	American Crossroads/ Issue	<b>Submission Cost:</b>	48925	<b>Campaign Ref:</b>	E 063570090
<b>Buyer:</b>		<b>Client/Product/Estimate:</b>	11 /27 /1065	<b>Sales Rep:</b>	HRP Washington, DC
<b>Schedule Dates:</b>	10/01/12 to 10/14/12	<b>Weeks:</b>	2	<b>Order Ref:</b>	06357009
<b>Est./PO Number:</b>	06357009	<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No			<b>Business Category:</b>	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
42	M-F 9a Today Show II ...W...	02	950	30 Comme	Nbr of Spots	1	1	950
43	Tue 9-10p Go On / New Normal .T....	03	3500	30 Comme	Nbr of Spots	1	1	3500
44	Sun 10a Meet The Press .....S	02	4000	30 Comme	Nbr of Spots	1	1	4000
Weekly Totals: Total Spots(Ord Spots)					37	7	44	

Grand Totals			
	Month 10 Weeks: 4		
	10/01		10/08
<b>Totals</b>			
Spots	44	37	7
Cost	48925	44025	4900

<b>Grand Totals:</b>	
<b>Spots:</b>	44
<b>Gross Total:</b>	48,925.00
<b>Commission:</b>	7,338.75
<b>Net Total:</b>	41,586.25

REP HEADLINE# C357009  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
SEP28/12 12.43  
\*\*\* WFLA-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/AMER. CROSSROADS REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
AGY # \_\_\_\_\_ AGY. NAME CROSSROADS MEDIA LLC BUYER NAME MICHELLE SANTUOSO

66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # \_\_\_\_\_ CONTRACT # 6357009 CLASS: NATL. \_\_\_\_\_ LOCAL \_\_\_\_\_ REGIONAL \_\_\_\_\_

PRDCT AMERICAN CROSSROADS EST#1065 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 OCT8/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP28/12 12.43

REP: NEW ORDER  
TTL \$48,925 @44X  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
AMERICAN CROSSROADS

9/10/11

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 11  
AGENCY PRODUCT CODE = 27  
AGENCY EST# = 1065

1			1135P-1237A	30		\$675.00	10/5	10/5	1		FRI	1
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PROGRAM : TONITE SHW-NBC<  
CON COM1: TONITE SHW-NBC<

2			200P-300P	30		\$400.00	10/5	10/5	1		FRI	1
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PROGRAM : RACHAEL RAY  
CON COM1: RACHAEL RAY

3			300P-400P	30		\$450.00	10/5	10/5	1		FRI	1
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PROGRAM : DOCTORS<  
CON COM1: DOCTORS<



REP HEADLINE# 6357009  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 SEP28/12 12.43  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			400P-500P PROGRAM : DR. OZ< CON COM1: DR. OZ<	30		\$725.00	10/5	10/5	1		FRI	1
5			500A-530A PROGRAM : NC8 TODAY@5AM< CON COM1: NC8 TODAY@5AM<	30		\$300.00	10/5	10/5	1		FRI	1
6			600A-700A PROGRAM : NC8 TODAY@6AM< CON COM1: NC8 TODAY@6AM<	30		\$1,000.00	10/5	10/5	1		FRI	1
7			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,200.00	10/5	10/5	0		FRI	0
8			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$950.00	10/5	10/5	1		FRI	1
9			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$675.00	10/8	10/8	1		MON	1
10			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$400.00	10/8	10/8	1		MON	1
11			300P-400P PROGRAM : DOCTORS< CON COM1: DOCTORS<	30		\$450.00	10/8	10/8	1		MON	1
12			400P-500P PROGRAM : DR. OZ< CON COM1: DR. OZ<	30		\$725.00	10/8	10/8	1		MON	1

REP HEADLINE# 0337009  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

SEP28/12 12.43  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			530A-600A PROGRAM : NC8 TODAY@5:30< CON COM1: NC8 TODAY@5:30<	30		\$450.00	10/8	10/8	1		MON	1
14			600A-700A PROGRAM : NC8 TODAY@6AM< CON COM1: NC8 TODAY@6AM<	30		\$1,000.00	10/8	10/8	1		MON	1
15			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,200.00	10/8	10/8	1		MON	1
16			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$950.00	10/8	10/8	0		MON	0
17			630P-700P PROGRAM : NBC NIGHTLY NEWS - SAT CON COM1: NBC NIGHTLY NEWS - SAT	30		\$4,500.00	10/6	10/6	1		SAT	1
18			1000A-1100A PROGRAM : MEET PRESS-SUN CON COM1: MEET PRESS-SUN	30		\$4,000.00	10/7	10/7	1		SUN	1
19			1100P-1135P PROGRAM : NEWS CHANNEL 8 @11PM CON COM1: NEWS CHANNEL 8 @11PM	30		\$1,700.00	10/4	10/4	1		THU	1
20			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$675.00	10/4	10/4	1		THU	1
21			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$400.00	10/4	10/4	1		THU	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			300P-400P PROGRAM : DOCTORS< CON COM1: DOCTORS<	30		\$450.00	10/4	10/4	1		THU	1
23			400P-500P PROGRAM : DR. OZ< CON COM1: DR. OZ<	30		\$725.00	10/4	10/4	1		THU	1
24			600A-700A PROGRAM : NC8 TODAY@6AM< CON COM1: NC8 TODAY@6AM<	30		\$1,000.00	10/4	10/4	1		THU	1
25			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,200.00	10/4	10/4	1		THU	1
26			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$950.00	10/4	10/4	1		THU	1
27			900P-1000P PROGRAM : OFFICE-NBC/ <del>WHITNEY-NBC</del> CON COM1: OFFICE-NBC/ <del>WHITNEY-NBC</del>	30		\$6,000.00	10/4	10/4	1		THU	1
28			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$675.00	10/2	10/2	1		TUE	1
29			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$400.00	10/2	10/2	1		TUE	1
30			300P-400P PROGRAM : DOCTORS< CON COM1: DOCTORS<	30		\$450.00	10/2	10/2	1		TUE	1

REP HEADLINE# 0317003  
\*\*\* ORIGINAL REV#0 \*\*\*

REF: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

SEP28/12 12.43  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	SQRT	END	SPTS	WEEK	DAYS	TOTL
:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS
31			400P-500P PROGRAM : DR. OZ< CON COM1: DR. OZ<	30		\$725.00	10/2	10/2	1		TUE	1
32			500A-530A PROGRAM : NC8 TODAY@5AM< CON COM1: NC8 TODAY@5AM<	30		\$300.00	10/2	10/2	1		TUE	1
33			600A-700A PROGRAM : NC8 TODAY@6AM< CON COM1: NC8 TODAY@6AM<	30		\$1,000.00	10/2	10/2	1		TUE	1
34			700P-730P PROGRAM : ENT TONIGHT 30< CON COM1: ENT TONIGHT 30<	30		\$1,300.00	10/2	10/2	1		TUE	1
35			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,200.00	10/2	10/2	1		TUE	1
36			730P-800P PROGRAM : EXTRA< CON COM1: EXTRA<	30		\$1,300.00	10/2	10/2	1		TUE	1
37			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$950.00	10/2	10/2	1		TUE	1
38			1000P-1100P PROGRAM : CHICAGO FIRE CON COM1: CHICAGO FIRE	30		\$3,500.00	10/3	10/3	1		WED	1
39			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$675.00	10/3	10/3	1		WED	1

1 MM

REP HEADLINE# 5357000  
 \*\*\* ORIGINAL REV#0 \*\*\*

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SEP28/12 12.43  
 \*\*\* WFLA-TV \*\*\*

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40			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$400.00	10/3	10/3	1		WED	1
41			300P-400P PROGRAM : DOCTORS< CON COM1: DOCTORS<	30		\$450.00	10/3	10/3	1		WED	1
42			400P-500P PROGRAM : DR. OZ< CON COM1: DR. OZ<	30		\$725.00	10/3	10/3	2		WED	2
43			600A-700A PROGRAM : NC8 TODAY@6AM< CON COM1: NC8 TODAY@6AM<	30		\$1,000.00	10/3	10/3	1		WED	1
44			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,200.00	10/3	10/3	1		WED	1
45			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$950.00	10/3	10/3	1		WED	1
OCT/12			48925.00									
CONTRACT TOTAL												48925.00
TOTAL SPOTS												44

MARKET TOTALS \$129,210 WFLA 38% WFTS 2% WTSP 22% WTVT 0% WTOG 8% WTTA 4% WMOR 24%  
 WMOX 0% WXPX 0% WWSB 2% CABL 0%

SHARES ACCURATE

SVC- NSI  
 DEMOS- RA354\*

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
 Submission Number 794 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 48925	<b>Campaign Ref:</b> E:063570090
<b>Buyer:</b> "	<b>Client/Product/Estimate:</b> 11 /27 /1065	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 10/14/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06357009
<b>Est./PO Number:</b> 06357009	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> American Crossroads	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show ...F..	03	675	30 Comme	Nbr of Spots	1	1	675
2	M-F 2p Rachael Ray ...F..	02	400	30 Comme	Nbr of Spots	1	1	400
3	M-F 3p Doctors ...F..	03	450	30 Comme	Nbr of Spots	1	1	450
4	M-F 4p Dr Oz ...F..	03	725	30 Comme	Nbr of Spots	1	1	725
5	M-F 5a News ...F..	01	300	30 Comme	Nbr of Spots	1	1	300
6	M-F 6a News ...F..	02	1000	30 Comme	Nbr of Spots	1	1	1000
7	M-F 9a Today Show II ...F..	02	950	30 Comme	Nbr of Spots	1	1	950
8	M-F 1135p ET / 1035p CT Tonight Show M.....	03	675	30 Comme	Nbr of Spots	1	1	675
<b>Weekly Totals: Total Spots(Ord Spots)</b>					37	7	44	

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9	M-F 2p Rachael Ray M.....	02	400	30 Comme	Nbr of Spots	1	1	400
10	M-F 3p Doctors M.....	03	450	30 Comme	Nbr of Spots	1	1	450
11	M-F 4p Dr Oz M.....	03	725	30 Comme	Nbr of Spots	1	1	725
12	M-F 530a News M.....	02	450	30 Comme	Nbr of Spots	1	1	450
13	M-F 6a News M.....	02	1000	30 Comme	Nbr of Spots	1	1	1000
14	M-F 7a Today Show M.....	02	1200	30 Comme	Nbr of Spots	1	1	1200
15	Sat 630p ET / 530p CT NBC Nightly News .....S.	01	4500	30 Comme	Nbr of Spots	1	1	4500
16	Sun 10a Meet The Press .....S	01	4000	30 Comme	Nbr of Spots	1	1	4000
17	M-Su 11p News ...T....	02	1700	30 Comme	Nbr of Spots	1	1	1700
18	M-F 1135p ET / 1035p CT Tonight Show ..T....	03	675	30 Comme	Nbr of Spots	1	1	675
19	M-F 2p Rachael Ray ..T....	02	400	30 Comme	Nbr of Spots	1	1	400
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Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
20	M-F 3p Doctors ..T....	03	450	30 Comme	Nbr of Spots	1	1	450
21	M-F 4p Dr Oz ..T....	03	725	30 Comme	Nbr of Spots	1	1	725
22	M-F 6a News ..T....	02	1000	30 Comme	Nbr of Spots	1	1	1000
23	M-F 7a Today Show ..T....	02	1200	30 Comme	Nbr of Spots	1	1	1200
24	M-F 9a Today Show II ..T....	02	950	30 Comme	Nbr of Spots	1	1	950
25	Thu 9-10p ET / 8-9p CT Office / Parks & Recreation ...T...	01	6000	30 Comme	Nbr of Spots	1	1	6000
26	M-F 1135p ET / 1035p CT Tonight Show .T.....	03	675	30 Comme	Nbr of Spots	1	1	675
27	M-F 2p Rachael Ray .T.....	02	400	30 Comme	Nbr of Spots	1	1	400
28	M-F 3p Doctors .T....	03	450	30 Comme	Nbr of Spots	1	1	450
29	M-F 4p Dr Oz .T....	03	725	30 Comme	Nbr of Spots	1	1	725
<b>Weekly Totals: Total Spots(Ord Spots)</b>					37	7	44	



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Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
30	M-F 5a News .T.....	01	300	30 Comme	Nbr of Spots 1		1	300
31	M-F 6a News .T.....	02	1000	30 Comme	Nbr of Spots 1		1	1000
32	M-F 7p News .T.....	02	1300	30 Comme	Nbr of Spots 1		1	1300
33	M-F 7a Today Show .T.....	02	1200	30 Comme	Nbr of Spots 1		1	1200
34	M-F 730p Entertainment Tonight .T.....	02	1300	30 Comme	Nbr of Spots 1		1	1300
35	M-F 9a Today Show II .T.....	02	950	30 Comme	Nbr of Spots 1		1	950
36	M-F 1135p ET / 1035p CT Tonight Show .W....	03	675	30 Comme	Nbr of Spots 1		1	675
37	M-F 2p Rachael Ray .W....	02	400	30 Comme	Nbr of Spots 1		1	400
38	M-F 3p Doctors .W....	03	450	30 Comme	Nbr of Spots 1		1	450
39	M-F 4p Dr Oz .W....	03	725	30 Comme	Nbr of Spots 2		2	1450
40	M-F 6a News	02	1000	30	Nbr of Spots 1		1	1000
Weekly Totals: Total Spots(Ord Spots)					37	7	44	

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
41	M-F 7a Today Show ..W....	02	1200	30 Comme	Nbr of Spots 1		1	1200
42	M-F 9a Today Show II ..W....	02	950	30 Comme	Nbr of Spots 1		1	950
43	Tue 9-10p Go On / New Normal -T-----	03	3500	30 Comme	Nbr of Spots 1		1	3500
<b>Weekly Totals: Total Spots(Ord Spots)</b>					37	7	44	

**Grand Totals**

		Month 10 Weeks: 4	
<b>Totals</b>		10/01	10/08
Spots	44	37	7
Cost	48925	44025	4900

**Grand Totals:**

**Spots:** 44  
**Gross Total:** 48,925.00  
**Commission:** 7,338.75  
**Net Total:** 41,586.25